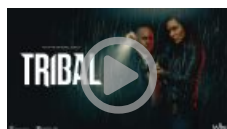


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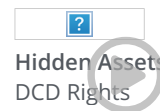
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Int'l markets diversify at uneven rate

CONTENT AUSTRALIA: Different international TV markets are opening up to onscreen diversity at varying rates, but progress is being made overall, according to a panel of Aussie distribution execs.



Nha-Uyen Chau

Nha-Uyen Chau, founder and CEO of Victoria-based LGI Media, told a panel at C21's inaugural [Content Australia On Demand](#) event this week that international buyers are "more open to seeing non-white faces now on screen" than ever before.

This has led factual-focused LGI Media to branch out into scripted drama following conversations with European and North American broadcasters, who Chau said are interested in Asian drama.

"It hasn't really happened in the past, but now they're happy to look at a series that's fully subtitled and doesn't have European faces," said Chau, who pointed to new buyers like Paramount+ in Australia as an example.

"They're open to having Asian dramas in Australia and we never had that outside of SBS before. The world is opening up to understand there is great content that is non-English-speaking and they're now willing to experiment on a general entertainment channel," she added.

However, Joanne Azzopardi, executive VP of sales in Australia, New Zealand and Asia at Beyond Rights, said not all markets are moving at the same pace when it comes to diversity.

"Some are not as open to seeing diverse cultures and people on screen as others. Beyond has had Indigenous content in our catalogue and, unfortunately, it has not traditionally sold that well internationally. But it is improving. I do agree there's a shift and the rate of that change differs depending on the country," said Azzopardi.

Natalie Lawley, managing director at Sydney-based Escapade Media, agreed streaming services were the most open to diverse programming and used local service Stan as an example.

Fiona Gilroy, content sales and acquisitions director at Sydney-based Flame, added younger audiences are much more interested in diverse and international programming from consuming so much content online.

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Fiona Gilroy

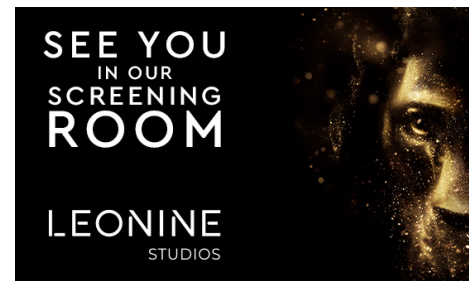
The panel's comments follow a recent [Content Australia session](#) where three of Australia's top drama commissioners stressed their commitment to diversity and inclusion, with one executive predicting the movement will be transformative for the Australian screen industry.

Earlier this year, the ABC in Australia issued new commissioning guidelines covering drama, comedy, children's, factual and entertainment programming, aimed at ensuring more diverse faces, voices, cultures and stories are represented on screens.

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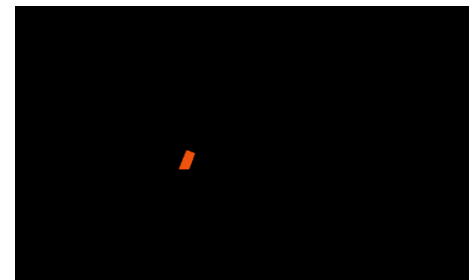
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